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Vol. 115 No. 17

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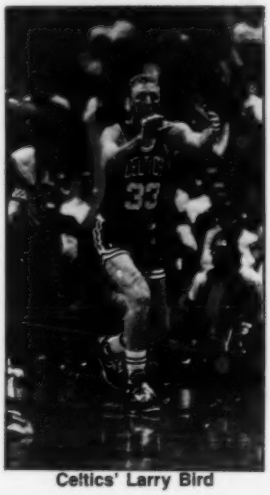
Hill action...

Hundredth Congress passes TVRO and children's ad bills as it prepares to adjourn. **PAGE 27**; 101st Congress will see reprise of unresolved communications issues. **PAGE 28.**

The rights stuff...

Professional basketball continues to make its presence felt in Fifth Estate, with NBA rights fees climbing and ad rates rising. Then there is host of college preseason and playoff games on broadcast TV and national and regional cable services. Survey of rights picture, followed by team-by-team breakdown of NBA rightsholders, begins on **PAGE 35.**



Celtics' Larry Bird

Self-promotion...

On-air promotions for ABC, CBS and NBC begin, with three networks collectively using up more than $1 billion of their own air time running about 21,000 separate commercials. **PAGE 30.**

31/WAITING FOR THE HITS

In what program analysts say is one of worst seasons for new first-run programs, no hits have emerged from new batch of shows.

32/ABC'S OF ABC

Among topics Capital Cities/ABC executives discuss with press are peoplemeters; possible $20 million loss from mega mini-series *War and Remembrance* and new segment for *World News Tonight with Peter Jennings*.

45/COMING UP

Next round of syndicated programs includes several talk shows, some children's animation projects, game shows and reality-based programs, in addition to court show from dick clark productions and weekly sports magazine program.

48/HEAT IS ON

Wireless cable operators see medium making headway in its struggle to secure rights to offer cable programing services to its subscribers. There is still way to go before medium has all programing it needs to compete with, or at least effectively complement, conventional cable.

50/UP AND UP

Two surveys released by NAB and BFMA show radio salaries and national/regional advertising rising.

51/RENEWAL REFORM

In comments to FCC, broadcasters and others argue that license renewals should be based on station's programing and that cap should be put on comparative renewal settlements to stem "abuses."

52/DECISION ON FRANCHISE FEES

U.S. district court judge in San Francisco supports Century Federal's claim that city of Palo Alto, Calif.'s cable franchise fee is unconstitutional.

55/GOING FORWARD

Revisions to Warner Communications-Lorimar Telepictures merger agreement change stock exchange ratio and provide for further financing of Lorimar before deal closes.

55/TVB: NOW AND THEN

Television Bureau of Advertising examines second straight year of mid-single digit revenue growth and growing competition from other media for that money.

57/TISCH'S KEY TO PROSPERITY

CBS President and Chief Executive Officer Laurence

Tisch says broadcast television networks will prosper if they effectively nurture and promote programing that audiences want to see.

58/MIPCOM '88

American program industry takes to MIPCOM TV market in growing numbers. Satellite TV, co-productions and obtaining rights are among issues facing international gathering.

63/RADIO SALE

After 30 years in radio business, Roger Neuhoff agrees in principle to sell Eastern Broadcasting Corp. for about $65 million.

64/SMPTE TAKES MANHATTAN

Meeting at Jacob Javits Convention Center in New York City, members of Society of Motion Picture and Television Engineers attending group's 130th technical conference and equipment exhibit hear call for standardization.

87/THRILL OF VICTORY

Aaron Daniels, former Olympian and current president of ABC Radio Network, has brought that competitive spirit to broadcast medium.

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Patrick has acknowledged that abolishing it for carriage of local stations would create practical problems.

Reexamination of license on Capitol Hill failed to materialize despite introduction of legislation. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered bill (BROADCASTING, April 4) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure in June (BROADCASTING, June 20).

Crossownership

■ *Telco-cable*—FCC has tentatively concluded it should recommend Congress lift cross-ownership ban on telephone companies providing cable television service in their service areas. Commission, which made proposal at July 20 meeting, will seek comments on subject, as well as on separate considerations to loosen its own regulatory restrictions on cross-ownership. Comments are due Dec. 1.

FCC move follows National Telecommunications and Information Administration report on cable television regulation that recommended telephone companies be allowed to serve as transporters of others' programing in telcos' own service areas (BROADCASTING, June 20). They should be allowed to provide "video dial tone" to anyone with program to offer, although not programing of their own, in NTIA's view.

At present, not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T are seen as barrier to such crossownership by seven Bell operating companies. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC entry into information services, including cable.

Resolution now pending in House calls on Congress to wrest jurisdiction from Greene and eliminate barriers. Measure has backing of House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and, at last count, 112 co-sponsors.

Duopoly/one-to-a-market—FCC Chairman Dennis Patrick, speaking at NAB radio convention Sept. 16, said he favors some relaxation of duopoly and one-to-a-market rules and that record in current rulemaking supports such move. FCC is expected to take some action on relaxation at open meeting this week, but how far it will go is uncertain.

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper cross-ownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper cross-ownership ban.

BY THE NUMBERS

Summary of broadcasting and cable

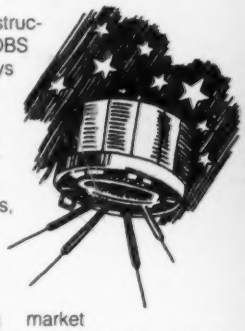
BROADCASTING			
SERVICE	ON AIR	CP's	TOTAL*
Commercial AM	4,915	278	5,193
Commercial FM	4,116	606	4,722
Educational FM	1,356	265	1,621
■ Total Radio	10,387	1,149	11,536
FM translators	1,625	439	2,064
Commercial VHF TV	543	19	562
Commercial UHF TV	506	205	711
Educational VHF TV	119	7	126
Educational UHF TV	214	29	243
■ Total TV	1,382	260	1,642
VHF LPTV	109	164	273
UHF LPTV	290	1,165	1,455
■ Total LPTV	399	1,329	1,728
VHF translators	3,060	109	3,169
UHF translators	2,198	338	2,536
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE*	
Total subscribers	47,042,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	52.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

Satellites

■ Already mode of program distribution in Japan and moving fast in Europe, high-power Ku-band direct broadcast satellite delivery of television programing directly to homes will become reality in U.S. in 1990's, Hughes Communications has said. Hughes proposes "1992 time frame" launch of 200-watt Ku-band direct broadcast satellite. Higher power—10 times higher than current fixed satellite service birds—says Hughes, will enable reception of video programing by only one-foot downlinks.



Holding FCC construction permit for that DBS bird, Hughes says prices for DBS consumer receiving units will be competitive with other consumer TV reception systems, thereby making for potential nationwide direct-to-home television broadcasting market much larger than current two million C-band home dish market. Hughes's plan will go to GM for approval by end of year.

(Before end of year, FCC hopes to rule on April 8 round of five new applications and three modifications of already granted construction permits to operate satellites offering up to 32 channels in each of eight orbital slots in DBS arc.) GE Americom could beat Hughes to punch, launching 60-watt Ku-band DBS bird, Satcom K-3, as early as January 1990. GE Americom, like Hughes, is trying to bring together "business system," including programers and cable operators, to launch K-3 and K-4 (both already under construction), to provide service to both cable industry and home dish owners, with cable likely retailers. Sixty-watt power, it says, means consumer dishes as small as three feet will be able to

receive its DBS signals. In 1985, with 45-watt Ku-band birds, Satcom K-1 and K-2, already in orbit in fixed satellite service arc, GE entered joint venture, Crimson Satellite Associates, with HBO. Crimson has not yet attracted cable programers other than HBO to Ku-band distribution, but said recently that other programers have signed options to use K-3 once it is launched. HBO currently transmits via K-1, in addition to its C-band feeds (BROADCASTING, July 18).

Hughes says GE service would only be "interim" step toward its 200-watt service. However, programers could begin GE's DBS business immediately, at first on K-1 or K-2 and eventually migrating to K-3 (to be launched in January 1990), instead of waiting for Hughes to launch its DBS bird.

One applicant, Advanced Communications, and interested party, Washington-based Wireless Cable Association, filed petitions June 17 to deny construction permit to another applicant, Tempo Satellite. Petitions argued that Tempo's parent company, top multiple system cable operator Tele-Communications Inc., has "monopoly power" and that "horizontal concentration of ownership within cable" means firms like TCI "can use their leverage over cable program suppliers to impede development of competitive technologies."

Equal Employment Opportunity

FCC's enforcement of broadcast equal employment opportunity rules and reporting requirements along with agency's implementation of EEO section of Cable Act were subjects of House Telecommunications Subcommittee hearing in May (BROADCASTING, May 23). FCC's decision not to launch formal investigation of Mass Media Bureau's EEO branch in wake of allegations leveled by branch employes of lax enforcement of cable EEO rules, mismanagement and unfair hiring and promotion practices was called "sham and mockery," in letter from National Treasury Employees Union on behalf of branch employes.

FCC has amended its broadcast equal employment opportunity rules and reporting requirements. Every station's EEO program will be subject to review at renewal time regardless of employment profile, but FCC said review will focus more on EEO efforts than numbers. Stations with five or more employes are required to file detailed reports. Under broadcast license renewal legislation offered last year by Congressman Al Swift (D-Wash.), cable EEO rules based on Cable Communications Act of 1984 would also apply to broadcasting.

High-Definition TV

In late November, Advanced Television Test Center, project co-sponsored by NAB, ABC, NBC, CBS, PBS, Association of Maximum Service Telecasters and Association of Independent Television Stations, will move into tempo-

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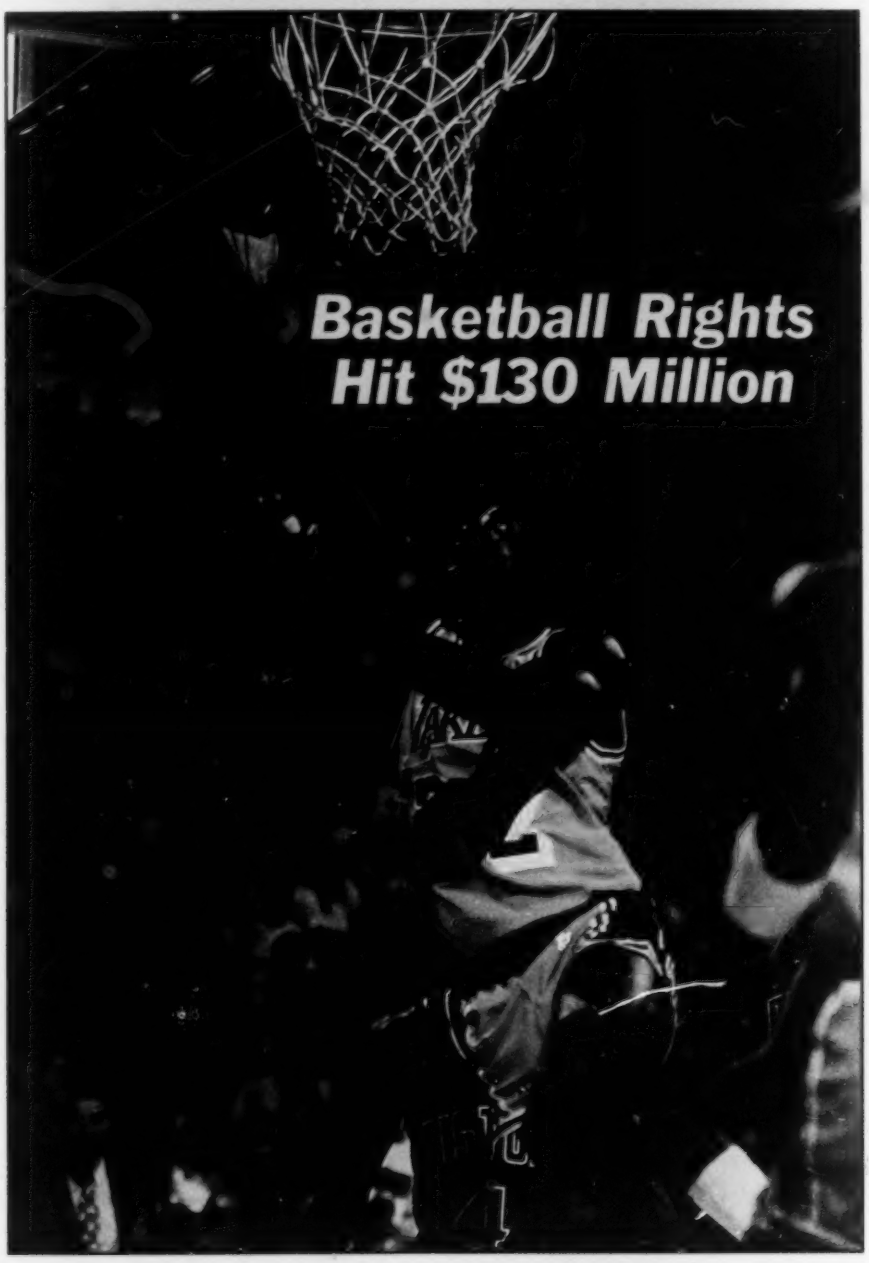


Basketball Rights Hit $130 Million

Local and national rights payments to the NBA will likely total more than $130 million this year, spurred by increased interest in the league by viewers and advertisers.

The most recent indication of the viability of basketball is the contract that superstation WTBS(TV) signed for this year and next. It will pay $50 million over those two years, double the total rights payments of its previous two-year deal. CBS-TV is in the third year of a four-year, $173 million deal with the league. The two networks total payments to the NBA will be $68 million for the '88-89 season.

Using the past two years of local rights fees for television, cable and radio as a yardstick—$50 million in 1986-87 and $63 million in 1987-88—total payments for this coming season will approach, and likely pass, the $130 million figure.

Between the 1986-87 and 1987-88 seasons, local TV rights fees increased from $23 million to $29 million (a 26% increase); regional cable rights fees increased from $16 million to $19 million (a 19% increase) and local radio rights fees increased from $11 million to $15 million (a 27% increase). Last season's $63 million total for local television-cable-radio rights constitutes a 26% increase over the $50 million garnered the previous season.

The 1988-89 total for local NBA rights will presumably increase, even if there is no increase in rights fees, because of the addition of two new teams, the Miami Heat and the Charlotte Hornets. Both teams have finalized agreements to distribute their games locally via radio and broadcast and cable television (see capsules, page 39). The 1989-90 season will bring further expansion with the additions

of the Minnesota Timberwolves and Orlando Magic.

One factor affecting this year's rights payments will be the steady ratings increase for the NBA over the past six seasons. Because of that ratings rise, many of the teams are retaining their rights and selling most or all of the spots within the games themselves. Indeed, rights holders across the board report their inventories 80% to 100% sold in advance of the season.

According to NBA broadcast coordinator, John Kosner, average CBS and WTBS ratings increased 20% between the '83-84 season (7.1) and the '86-87 season (8.5). Last season's ratings dipped to an 8.1, the NBA said, in part due to three weeks of winter Olympics coverage on ABC last February. On the local level, said NBA broadcasting director Ed Desser, single-market TV ratings also shot up an average of 17% between the '83-84 and '87-88 seasons.

And according to Nielsen, average audience percentages of U.S. TV households and average shares had climbed steadily over the five seasons previous to last season for the NBA special events, particularly the championship series. Although playoff ratings are up slightly, from a 6.7/22 in 1983 to 7.5/23 in 1987, ratings for the championship series have soared from a 12.3/26 in 1983 to a 16.7/35 in 1987. The average audience percentage and share for regular season games were virtually flat during that period, although the number of games aired by CBS has increased.

"It's hard to say how much the peoplemeter [introduced during the 1986-87 season] played into the ratings increase," said Desser. Some observers said the peoplemeters more fully reported male viewing of sports than had the Nielsen diaries, thereby skewing the numbers higher (BROADCASTING, Oct. 19, 1987). "Certainly, when you have a 20% increase, a number of factors must be responsible," he said. "Better scheduling, better time periods, consistency, excellent production...terrific games and promotion" also contributed, he said. On the cable side, he added, "there is also a learning curve," as more people find the NBA on superstation WTBS(TV) Atlanta.

WTBS said its regular season ratings rose 26%, from a 2.3 to a 2.6, between the '86-87 and '87-88 seasons, when peoplemeters replaced the diary system. There was a 20% increase in the playoff numbers, from a 3.7 to a 4.4 over the same period.

As it did last season, CBS will carry 15 regular season games, the NBA All Star Game and about 20 playoff games, depending on the length of each playoff series. CBS will also carry the best-of-seven-games championship series. Jay Rosenstein, CBS vice president, sports programing, said there is "no question, the NBA is a valuable and healthy product." But "I wouldn't want to begin to speculate," he said, on what that value might do to rights fees next time around.

On cable, superstation WTBS(TV) will carry 50 regular season games, 26 playoff games and a three-hour "All Star Saturday" (the day before the All Star game), which will include the Schick Legends Classic (old-timers game), American Airlines-Sheraton Long Distance Shootout (three-point contest) and Gatorade Slam Dunk Championship. In the pre-season, the superstation will carry two days of games from a McDonald's-sponsored tournament in Madrid involving the Boston Celtics.

The NBA is happy with the present broadcast-cable split of its national package. As to what the next television contract will look like, Desser said, "we would not rule anything out, including more cable outlets. [But] our basic philosophy has been 'less is more'. Staying with limited outlets has produced impressive results. We've avoided a gluttonous situation. There is a desire for each national game to be a special event and also to complement local carriage. You have to be aware of the impact on your bread and butter...gate revenue."

Cable: Widening the share

WTBS's carriage of 50 regular season and at least 26 playoff games in the first year of its new NBA contract involves a doubling in price over its last contract. However, Don McGuire, vice president, TBS Sports, said "we will make money" because advertising rates will be adjusted correspondingly. "The market for NBA is so strong," said McGuire, "it's grabbing so much attention. Advertisers are standing in line to be a part of that."

WTBS's ratings for basketball have steadily climbed since its first year with the NBA in 1984-85. The regular season and playoff average has climbed from a 2.3 then to a 3.5 last year. The playoffs were even stronger, scoring a 4.4 rating, or 2,100,000 homes, in '87-88. The June 1 matchup between Boston and Detroit scored an 8.8 rating and delivered 3,980,000 homes, the highest figures ever for a sports event on basic cable.

Those increases help fuel increases in advertising rates. McGuire acknowledged the significantly higher rights costs saying, "we may not make as much as before, but we will make money." He said TBS would want to be part of the NBA even if it didn't make money, for the identity it brings. For instance, the Marriott hotel chain added TBS to its in-room television lineup last year on the strength of the service's NBA package.

Lou LaTorre, senior vice president, sales, Turner Entertainment Networks, said "sales are tremendous" for the NBA. WTBS is sold out for the fourth quarter, and 75% sold for the first quarter, he said. Miller Beer, as exclusive beer sponsor, remains the largest advertiser, he said, and Wendy's has been added as the exclusive fast food advertiser.

The regular season kicks off on Nov. 4 at 8 p.m. with the Los Angeles Lakers and the Dallas Mavericks in a rematch of last year's conference finals. Skip Caray and Bob Neal will handle the play-by-play this year, with Rick Barry and Steve Jones returning to do color commentary.

More and more NBA games are also showing up as a staple on cable regional sports networks. There will be 679 NBA (almost exclusively away) games on local TV this year, while regional cable outlets will carry 638 games, almost all of them home games. Only eight teams report no regional cable deals.

The NBA's Ed Desser said basketball is "still a gate revenue-driven sport," with as much as half the league regularly selling out its home games. But for teams not reaching that goal, he said, regional cable sports channels provide a "means of extending the box office...When you can't sell tickets, maybe you sell pay-per-view or a package in a cable context."

College ball: National coverage

CBS will pay about $55 million for its college basketball schedule, including $4 million for exclusive national rights to the Big East Conference. The network will carry 23 regular season games this year (eight more than last season), 10 of those games involving teams from the Big East.

But CBS's focus is the NCAA tournament, where it has first pick from 63 NCAA tournament games, usually the final 33, said NCAA communications director, Jim Marchiony. Over the past two seasons, tournament ratings have been 10.5 and 10.1, and tournament championship game ratings have been 19.6 and 18.8, while ratings for 23 regular season games have been 4.5 and 4.2.

NCAA Productions usually produces and syndicates 30 first-round games (late Thursday and Friday nights), he said, and ESPN carries about 20 of those. Syndicated carriage of those games has increased steadily, reaching 168 stations last season, he said. For the past few years, the association has made a 50-50 barter agreement split with broadcasters for carriage of early tournament games.

NBC will carry 19 games this season, including three regular season Atlantic Coast Conference games and the ACC championship game. NBC also gets its pick of five Notre Dame games and four DePaul games, including the one when they play each other.

In its third year of carrying college basketball, ABC will increase its schedule to 20 games, from 11 games two years ago and 14 games last season, a schedule "interrupted," said spokesman Mark Mandel, by the winter Olympics. Because of NBC's exclusive contract with the Atlantic Coast Conference (ACC) and CBS's exclusive contract with the Big East, said Mandel, ABC believes that this year's network exclusive carriage of the Big 10 "would give us a lift."

Not only has the regular season drawn fewer viewers than the NCAA tournament, but regular season ratings declined steadily since 1983, from a 5.2% average U.S. TV households to 4.2% last season on CBS. NBC has seen an even steeper decline (5.5% in 1983 to 3.3 % in 1987). CBS's tournament and championship ratings, on the other hand, have remained stable over the past five years—scoring in the 10 rating/25 share range for the tournament and 19/30 for the championship. Regular season averages for last season (before the NCAA tournament) showed ABC moving past NBC into second, behind CBS.

In general, syndicators and college conference spokesmen say the broadcast networks get first pick of the most important games in each conference. Local stations follow at second in the pecking

order. Then come the national cable services (including ESPN, USA Network, FNN-SCORE, superstations and, next year, possibly, CNBC). Many, and in ESPN's case most, of those games are cable exclusive, except in the local markets of the two teams, where local broadcasters retain the exclusive rights to the game. Regional cable sports, said the syndicators, generally get last pick.

College on cable: An equal share

The cable king of college basketball carriage continues to be ESPN, which will carry 211 games this season, including 173 regular season contests plus tournament action that includes NCAA regional men's matchups and regional and semi-final women's action. Most of the games will be cable exclusive, except for local blackouts, with ESPN estimating that between 75% and 80% aren't in other syndication packages or blacked out locally.

The season begins with Tennessee-Chattanooga vs. North Carolina on Nov. 18 as part of the Big Apple NIT tripleheader. ESPN will also carry the Hall of Fame Tipoff Classic (Kentucky vs. Duke), the Great Alaska Shootout and the Big Maui Classic in November.

During the regular season, ESPN will feature teams from 29 conferences including more games from western conferences for prime time on the West Coast.

The keystone of the schedule will be ESPN's Monday doubleheader, featuring the Big East and Big Ten. In January and February, ESPN will carry double or tripleheaders on Monday, Wednesday, Thursday and Saturday.

The network will carry selected conference tournament games through March. On March 17, for instance, ESPN will carry nine games, five live and four tape delayed from the NCAA men's first round action. The season ends with the NCAA women's semi-finals on March 31.

Jack Bonanni, senior vice president, of advertising sales for ESPN, said interest in basketball has been "incredible...More and more advertisers want basketball," he said. ESPN is "basically sold out" for the fourth quarter, he said, with double digit increases. That is compounded by a small but still increasing household reach, giving ESPN an even greater increase in ad dollars. The mainstays, such as the automobile dealers, are back this year, said Bonanni, along with Nike and Paine Webber, among others.

Last season, ESPN scored a 1.7 overall rating, and a 1.9 rating in prime time, the fourth consecutive year its prime time ratings rose. "The Big Ten really helped our numbers," said Bonanni.

Mike Patrick, Bob Carpenter, Tim Brando, Roger Twibell, Jim Kelly and Mike Gorman will handle the play-by-play, while Dick Vitale, Larry Conley and Bill Raftery will provide color.

USA Network will carry 20 college games this year, down from the 32 it carried last year. Its season begins with the tournament of champions the weekend of Dec. 2-3, which will feature Temple, Missouri, Arizona and North Carolina. USA will carry the semi-finals and finals. USA's seven-game December schedule runs on weeknights. Starting in January, the games are scheduled for Sunday night.

FNN/Score will carry 35 regular season college basketball games this season plus the Big South finals, the semi-finals of the Southern Conference and the quarter finals of the ACC. Since FNN has extended its programing into weeknight prime time, Score will only be seen on Friday night, through year's end, and on Saturday and Sunday in 1989. Score carried 56 games last season.

WGN-TV Chicago will carry 26 college basketball games featuring DePaul (16) and Notre Dame (10) games this season. WGN-TV carries the games not picked by NBC-TV.

Black Entertainment Television carries college basketball on Saturday beginning in January. In addition to seven regular season games of black schools, BET will carry games from tournaments and post season action of several black conferences.

The national cable college basketball field may even grow by one. CNBC is scheduled to launch in the first quarter and the service plans to carry sports on the weekends. Several sources among the syndicators report ongoing negotiations with CNBC to carry basketball. CNBC said if basketball is carried, it will only be one of many events, along with interviews, profiles and analysis of all sports. And a spokesman said it was unlikely any current NBC games under contract would appear on CNBC this season.

Syndication: Scarcity vs. exposure

As in college football, there is a concern among syndicators about the overexposure of college basketball, which is affecting the ratings. "There are a lot of paradoxes," said Raycom Sports Inc. Executive Vice President Ken Haines. "The more games out there, the more risk there is of ratings drops and of [carriers] stepping on each other. But the colleges want exposure for recruiting, alumni support and the fans...Lay on top of that dilemma another question: Does TV affect the gate?"

The trend has been toward fewer syndicators, and the consolidation among those remaining continues this fall with a new joint venture between Raycom Sports Inc. and Rasmussen Communications. They will carry a package of Big Ten Conference games, to which Rasmussen holds the broadcast rights. Raycom, holding the rights to ACC, Big Eight, PAC-10 and Metro Conference basketball, has extended by three years its joint venture with Jefferson-Pilot Teleproductions to carry the ACC through the 1993-1994 season.

Raycom and J-P are in the third year of a five-year $35-million deal for the ACC, which averages out to $875,000 in rights fees paid

Coast to coast hoops

ABC Radio Network

NBA: All-Star game and best-of-seven-game NBA championship finals.

ABC-TV

College: 20 regular season games featuring exclusive Big Ten games and championship games from three other major conferences--Southeastern, Pacific-10 and Big Eight.

BET

College: Seven regular season games and tournament action from black college conferences.

CBS-TV

NBA: 15 regular season games and approximately 20 play-off games, depending on how long each best-of-series lasts. **College:** 23 regular season games including 10 exclusive Big East conference games. Final 33 NCAA tournament games through Final Four and championship.

ESPN

College: 211 games including 173 regular season games featuring teams from 29 conferences and 20 first-round NCAA tournament games.

NBC-TV

College: 19 games including three regular season ACC games and ACC championship, five Notre Dame and four DePaul games.

FNN-SCORE

College: 35 regular season games and Big South conference tournament finals.

WTBS(TV) Atlanta

NBA: 50 regular season games and 26 playoff games; preseason tournament in Madrid featuring Boston Celtics and three European teams and All-Star Saturday, with Slam Dunk and Long Distance Shootout contests.

USA Network

College: 20 games, featuring December Tournament of Champions hosted by University of North Carolina, Charlotte.

WGN-TV Chicago

College: 26 regular season games from independents DePaul (16 games) and Notre Dame (10 games).

each year to each of the eight ACC teams. That figure is on par with some NBA teams.

But rights figures are not always a good indication of the sport's health on the college level, said Haines, because in the majority of cases, the syndicators have made revenue-sharing agreements with the conferences. And in most cases, Raycom barters advertising time with stations, leaving themselves able to sell time to advertisers in multiple regions. With everyone sharing time and revenue, the fees paid by the broadcasters and cable services do not translate to the whole worth of the product, said Haines. The fees, however, said Haines, are in a "slow rise, maybe a little ahead of inflation."

On the advertising front, teams are joining forces to focus control at the conference level. By selling entire conference broadcast rights to syndicators like Raycom and Creative Sports Marketing, the individual teams assure themselves wider exposure, not only to all the markets in the conference region, but to national broadcast and cable television network audiences—a boon to recruiting, alumni support and fan attendance.

Some conferences control the scarcity themselves. Mike Tranghese, associate commissioner, the Big East conference, which retains its rights, said that if the Big East Television Network were to produce only 10 Syracuse games for the Syracuse market, the result would likely be ratings around 27; on the other hand, producing 20 games for that market, including nonSyracuse conference games, would produce ratings of only nine or 10.

For syndicators, it is the combination of reach and ratings that is attractive to advertisers, said Haines. Because Raycom may be producing several games at one time, advertisers can reach 70% of U.S. homes by purchasing spots across all Raycom's games. "You put a local game on in the local area, and it is almost always going to beat the national game. That is where our success lies. We're able to sell to national advertisers as easily as the networks," he said. To date, Raycom is 75% sold out, with advertisers including Anheuser Busch, General Motors, Apple Computers, Piedmont Airlines, Ford Motor Co. and Pepsi.

Radio: Team exposure

ABC Radio's new two-year contract to carry the NBA All Star Game and the championship series is the only radio network carrying the NBA. It will be the third year ABC has carried the All Star game and the fifth time it has carried the finals. On the local level, most teams will get full season carriage but no rights fee for their games.

For the eighth consecutive year, CBS Radio will broadcast the NCAA regional semifinals and finals, the "Final Four" and the championship game. The network's NCAA coverage, which begins on March 23, is produced in conjunction with Host Communications, Lexington, Ky. Tentatively scheduled announcers for this year's games include Marty Brennaman, Quinn Buckner, Ted Davis, Ron Franklin, Caywood Ledford, Ted Robinson and John Rooney. The national championship will be broadcast live on April 3 from the Kingdome in Seattle. CBS coverage will also include three women's games: two national semi-finals on March 31 and the national championship on April 2.

In addition to the games, CBS will present two call-in talk shows: Selection Sunday, an NCAA playoff preview scheduled to air on March 12, and the Eve of the Final Four, set for March 31.

Mutual Broadcasting will provide 12 major college basketball games over nine weeks, with doubleheaders making up the last three weeks. The network's broadcasts, which are scheduled to begin Jan. 8, are negotiated in agreements with the individual colleges and not with the NCAA. Coverage will include Tony Roberts doing play-by-play and former NBA player Bob Lanier providing color.

College basketball on local radio and on regional radio networks, however, is healthy. A total of 243 games played by teams in the Missouri Valley conference, for example, will be heard on local radio stations this season; local radio will carry 240 Sunbelt Conference games and 187 Big West (formerly the Pacific Coast Athletic Association) games.

This "Special Report" was written by Peter Lambert, Matt Stump and Rich Brown.

Georgetown University's Charles Smith puts one up against Seton Hall.

The National Basketball Association

Atlanta Hawks

WGNX(TV), which holds the broadcast TV rights in a one-year deal, will air 32 road games. John Sterling will be play-by-play announcer, and Walt Frazier will provide color commentary. (Prior to the 1984-85 season, Turner Broadcasting System, which owns the Hawks and cable superstation WTBS[TV] Atlanta, broadcast most of the Hawks games over WTBS. Beginning with the 1984-85 season, however, TBS has televised a national NBA package over its superstation and has sold the local rights to WGNX.)

Last year, 15 games were offered on a pay-per-view basis over Prime Cable, the cable service serving 157,000 subscribers in Atlanta. A spokesman for the team said that response to last year's games was excellent, but a decision has not been reached about whether to offer a similar deal this season. A decision is not expected to be made until February 1989.

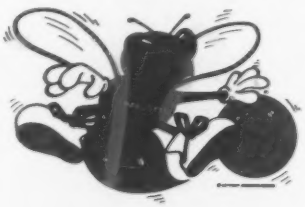
WGST(AM), which holds the radio rights and is in the final year of a three-year deal, will carry all pre-season, regular season and playoff games. Its coverage began with the Oct. 14 game against the Boston Celtics in Worcester, Mass. WGST is the originating station for a network of 30 stations. John Sterling will call the games when he is not doing so for WGNX; otherwise, that job will be handled by Steve Holman.

Boston Celtics

WLVI-TV Boston, in the fourth year of a five-year rights deal, will carry all road games on the Celtics' schedule this year, with the exception of those games picked up by CBS. Games will be called by Gil Santos (play-by-play) and Bob Cousy (color). WLVI-TV is the flagship station of a five-station network spanning three states.

In the eighth season of carrying the Celtics and in the second year of a 10-year contract, SportsChannel New England, the regional cable sports network with 975,000 subscribers in six states, will carry one exhibition game and 39 home games—all except those being picked up by CBS. Mike Gorman will do play-by-play and Tom Heinsohn will provide color commentary.

WEEI(AM), in the second year of a seven-year contract, will broadcast every game—pre-season, regular season and playoffs. WEEI is the originating station for a 55-60-station network covering 14 states. Johnny Most will again be the play-by-play announcer and Glenn Ordway will provide color commentary.



Charlotte Hornets

One of the NBA's two 1988 expansion teams, the Hornets have made an unusual deal in having a college sports syndicator, Creative Sports Marketing, handle the television distribution of the team's games. CSM and originating station WCCB(TV) Charlotte have arranged a nine-station broadcast TV network throughout North and South Carolina and Virginia, which will carry one home game—the season opener—and 30 away games, all featuring play-by-play announcer Gary Sparver and color commentator Mike Pratt. According to CSM, Katz Sports, in a 50-50 barter arrangement with the stations, has already sold 98% of the advertising inventory.

No regional cable agreement has been made yet, said CSM President Bray Cary. However, he said, a deal with Washington-based Home Team Sports, which reaches Charlotte, for 12 additional home games is a possibility.

All the Hornets' pre-season and regular season games will be heard over a 36-station radio network, headed by Jefferson-Pilot's WBT(AM) Charlotte. WBT(AM) Sports Director Steve Martin will call the plays and Gil McGregor will provide the color.

Chicago Bulls

Under a long-term rights contract, SportsVision, a regional cable network serving 1.4 million homes, will televise two pre-season and 36 regular season Bulls games (30 home, eight away).

WFLD(TV) Chicago, in the third year of a six-year contract, will broadcast 34 away games and, possibly, six "wild card" home games. WFLD's ability to broadcast the wild card games is dependent on how well the Bulls do in selling seats at Chicago Stadium.

Cary Jones, general manager of WFLD, said the Bulls telecasts turn a modest profit, but "everything could be better." Sales for the upcoming season are going "pretty well," he said, adding that, as of last week, 85% of the inventory had been sold.

WLUP(AM) replaces WMAQ(AM) as radio originator this year, having signed a two-year rights deal with the Bulls.

Jim Dunham and John Kerr call the games on television, and the audio portion of their telecasts constitutes the radio broadcast.

Cleveland Cavaliers

The Cleveland Cavaliers this year have retained their radio and television rights. A 30-station group of affiliates will carry the radio feed that the team will originate. Joe Tait, who handled play-by-play for last year's radio rights holder, WWWE(AM) Cleveland, will announce for the Cavaliers this year over WRMR(AM). The team will distribute all eight pre-season and 82 regular-season games.

This is the second year the Cavaliers have retained TV rights. Twenty road games will be shown on WOIO(TV) Shaker Heights, Ohio. Tait will handle play-by-play with former NBA forward Jim Chones as color commentator. On nights when Tait is announcing for television, Howard Kellman will fill his seat in front of the radio mike.

Sales are up this year, the team reports, with about 85% of both the radio and TV commercial time for the season sold. "We've worked out a deal with both the TV station and the radio stations to purchase the time slot, and then we turn around and sell all of the ads," the Cavaliers' Dave Dunbrowski said.

Dallas Mavericks

The Mavericks have signed a deal with KTVT(TV) Dallas to carry 63 regular season away games over the next three years. The station will carry at least 20 games this year, said Allen Stone, who handles the play-by-play for the team's telecasts and cablecasts. Last year the team put together a six-station television network throughout Texas, Oklahoma, Arkansas and Louisiana. Stone said seven stations are on the network this year, and more may sign. KTVT is a regional superstation, serving 3.5 million homes. WBAP(AM) Fort Worth is the sole radio outlet.

In both broadcast cases, the team retains the rights and sells the advertising. Stone said the Mavericks have been sold out for the past five years. The team has found selling advertising advantageous, since it ties the ads in with other promotions and premiums.

On cable, the team has a one-year deal with Home Sports Entertainment to carry 40 games (39 regular season and one pre-season). The other home game is in the CBS network package. HSE also handled distribution of four Maverick playoff games that were distributed to cable operators on a pay-per-view basis. (HSE is a regional pay service within Dallas and a basic service farther from the inner core market area.) Stone said the team was pleased with the PPV results, with some 55,000 buy orders over the four games. Cable systems price the games between $10 and $15 each.

Stone will be joined by Bob Weiss, former NBA player and coach, on the television broadcasts. Ted Davis will handle the radio play-by-play.

Denver Nuggets

This year the team retained its broadcast rights, opting to barter ad time to television broadcasters. Of the Nuggets' 40 away games, independent KTVD(TV) Denver will air 30 and KMGH-TV Denver will broadcast 10. The stations get 15 minutes per game to sell, and the team gets 20 minutes. In the Colorado Springs market, KXRM-TV will carry all 40 of the away games. For TV, the play-by-play announcer is Eddie Doucette, and color will be handled by Dan Issel. Previously (for 14 seasons), KWGN(TV) Denver has broadcast Nuggets games.

As for radio, KOA(AM) Denver will settle for exposure; its deal does not include any ad revenue. As in the past, it will broadcast eight pre-season games and all regular season and post-season play. Jeff Kingery will do the play-by-play, and Bob Martin is the color commentator.

Ratings for the Nuggets have been good, with an average of eight for the regular season and a 12 in post-season. According to Mitzi Swentzell, vice president of broadcast for the Nuggets, the team expects to double its television revenue under this new arrangement.

Detroit Pistons

Like last year, broadcast television coverage of the Pistons will be handled by WKBD-TV Detroit, although all television and radio rights are retained by the team. Home of the Pistons since the 1973-74 season, WKBD-TV is now in the second year of a two-year deal with the team. There are two affiliates that will take part of the station's schedule of 25 Pistons games. George Blaha will provide play-by-play coverage of the games. A color commentator has yet to be named.

Cable television coverage of 40 games will be handled by ProAm Sports (also known as PASS), which enters the first year of a multiyear deal with the team this season. Calling the games on cable will be Fred MacLeod and Tom Wilson. WWJ(AM) Detroit enters its fourth year of Pistons coverage with George Blaha, a 13-year veteran, behind the mike providing the play-by-play (a color commentator has yet to be announced). The Pistons games are heard on a radio network of 18 stations.

A resolution of a conflict between WWJ(AM)'s University of Michigan schedule and the early part of its Pistons schedule has yet to be worked out.

Golden State Warriors

The Golden State Warriors have added a second television rights holder this season—Group W's KPIX(TV) San Francisco, the CBS affiliate in the market. The station has an initial two-year deal, calling for coverage of 18 regular season games this season. Independent station KICU-TV (ch. 36) San Jose, with two years left on its current Warriors contract, will reduce its game load to 22, from 30 telecasts last season. But with the addition of KPIX, the team is boosting its television coverage from 30 games last season to 40 games this season. The Warriors produce all of the games, with Roger Blaemire, vice president of marketing and broadcasting, serving as executive producer. Instead of straight rights deals, the team has what amounts to barter agreements with both stations, where the team retains and sells roughly one-fourth of the 27 minutes of advertising time per game, with the stations retaining and selling the balance. (Under the agreements, the team has the rights to the beer category and to some auto and soft drink sponsors, said Blaemire, with the stations selling most of the other accounts.) Among the television sponsors this season: Miller, Subaru, local Ford dealers and Jack in the Box. On the radio side, the Warriors have again this year bought time on KNBR(AM) San Francisco. The team retains the time within the radio broadcasts, but splits the pre-game, half-time and post-game spots with the station. Radio sponsors this season include Chevron, Michelin, American Airlines, Jack in the Box, California Lottery and Footlocker.

Houston Rockets

KTXH(TV) Houston holds the broadcast TV rights to 39 out-of-town regular season and five pre-season games, including all but one of the Rockets away games. Regional sports cable network Home Sports Entertainment will carry all but one of the 40 home games. The remaining two games will be on the CBS-TV schedule. Announcing for KTXH will be Bill Worrell and ex-Rockets coach Tom Nissalke, with Ron Franklin providing play-by-play. Worrell and McCoy McLemore will cover the games for HSE.

Ratings for the KTXH broadcasts last year were up 11% from the previous year, reported the station, and ad sales this year are up 19%. The KTXH contract extends through the 1992-93 season, this is the last year of HSE's five-year contract.

Radio coverage of all regular season games will be by KTRH(AM) Houston. The team buys time from the station and broadcasts all but playoffs or games that conflict with the Houston Astros schedule. Radio play-by-play is presented by Gene Peterson with the help of Jim Foley, Rockets director of communications.

Indiana Pacers

WXIN(TV) Indianapolis is the flagship for the three-station television network broadcasting 23 away games of the Indiana Pacers. Bill Hazen is doing play-by-play for the first year, joined by Bob (Slick) Leonard, in his fourth year as color commentator. For the first time, the team this season is retaining all broadcast rights. Season-long sponsorships are more than 50% sold, according to Greg Jamison, vice president of business operations; major advertisers include Coca-Cola and Miller beer.

In the last year of a three-year agreement, WIBC(AM) is originating games for the Pacers' 25-station radio network. Mark Boyle is announcing the play-by-play and Clark Kellogg will be doing color. The spots that WIBC has available are selling at about the same pace as last year, but at a higher price, according to General Manager Roy Cooper.

Los Angeles Clippers

KTLA(TV) Los Angeles returns for the 1988-89 season as the broadcast television carrier and broadcast television rights holder of the Los Angeles Clippers, with a new three-year contract. In the first year of its new contract with the Clippers, the station will air 20 games, 16 away and four at home. Ralph Lawler will return for his second year as the play-by-play man, and Hubie Brown is slated to provide color commentary.

The Clippers will have cable coverage for the first time with a two-year contract with Los Angeles-based Z-Channel. The agreement calls for the channel to air 28 regular season games, 22 at home and six away, with an option to pick up an additional five. Lawler will do the play-by-play and ex-Laker player and former Laker radio announcer Keith Erickson will do the color commentary. The Z-Channel holds the cable rights to the Clippers' games.

KRTH(AM) Los Angeles will carry all 89 preseason and regular season games for the 1988-89 campaign. The station's contract with the team is on a year-to-year basis, and the Clippers retain the radio rights. Ralph Lawler will be announcer for KRTH.

The Clippers are expecting increased audiences for this season's games due to a strong draft, considered by many to be one of the best in history. Rookie players for the Clippers this year include Danny Manning from Kansas and Charles Smith from Georgetown.

Los Angeles Lakers

Broadcast television and radio coverage of the Los Angeles Lakers has been arranged by the team, which retains the rights to all games. On cable, Prime Ticket, a Los Angeles-based regional sports channel principally owned by Lakers owner Jerry Buss, holds the cable rights and will televise 30 regular season games and any post-season action. Chick Hearn will do the play-by-play and Stu Lantz will do the color commentary.

KHJ-TV, the broadcast carrier of the Lakers since the 1977-78 season, is in the fourth year of a six-year contract. The station will televise 40 road games this season, three pre-season and 37 regular season. Hearn returns for his 28th year as play-by-play man, and Lantz, in his second year, will handle the color commentary. Walt Baker, vice president and director of programing at the station, said all of KHJ-TV's spots for the games have sold out, with the Lakers' back-to-back championships "keeping ad prices on the incline." KHJ-TV is the flagship station for a seven-station network.

Since 1977, the Lakers have been heard on KLAC(AM) Los Angeles, which is in the fourth year of a five-year contract. KLAC, the flagship station in an 18-station network, will have Hearn and Lantz calling the action for all pre-season, regular and post-season games. This year, for the first time, Laker games will be broadcast in Spanish over radio station XPRS Tijuana, Mexico.

Miami Heat

An NBA newcomer in 1988, the Miami Heat has covered all its radio and television bases, so to speak, in signing a two-year agreement with WAQI(AM) Miami, which will carry all 82 regular season games in Spanish—this in addition to a five-year deal with WQAM(AM) Miami, which, as flagship for seven more Florida stations, will carry the regular season games in English. Spanish-speaking people make up approximately half of "Miami proper," said the Heat's vice president of sales and broadcasting, David Axelson, a nine-year veteran of the game, having held similar positions with the Sacramento Kings (formerly Kansas City Kings).

WBFS-TV Miami bought the Heat's broadcast TV rights and will carry four pre-season and 21 regular season games over a seven-station network in Florida, Alabama and Georgia.

On the cable side, SportsChannel Florida will carry one pre-season game and 30 home games and 10 away games in the regular season. Both the broadcast and cable deals are five years in length. Going with simulcasting, broadcast TV, cable and radio will all share announcers Sam Smith, play-by-play, and Eric Reid, color. Sales on all fronts have been "extremely good," with more than 90% of inventories sold, said Axelson.

Milwaukee Bucks

WCGV-TV Milwaukee, in its first year covering Bucks basketball and the first year of a three-year rights contract with the team, will broadcast 30 road games and a still-undetermined number of playoff games.

WCGV-TV is the originating station of a four-station network. Jim Paschke will do the play-by-play and Jon McGlocklin will provide color commentary.

WTMJ(AM), which holds the radio rights and is the flagship station of a 24-station network in two states, will carry all 82 regular season games, five exhibition games and all playoff games. WTMJ has been covering Bucks basketball since the 1968-69 season. Jim Irwin will call the play-by-play and Jon McGlocklin will supply color commentary when not on television. The Bucks renew their contract with WTMJ on a yearly basis.

New Jersey Nets

The television rights to the Nets are held by SportsChannel, a New York regional cable sports network serving 1.3 million homes. SportsChannel, which is in the third year of a long-term agreement, will carry 39 home and 21 away games. The commentators will be Steve Albert on play-by-play and Bill Raftery on color. Post-season games that are not covered by CBS or Turner Broadcast System will be carried on SportsChannel.

The Nets retain the radio rights and also

produce and market the radio broadcasts. According to Nets spokeswoman Margo Sullivan, the Nets will once again broadcast all regular and post-season games with time purchased on WNEW(AM) New York, and this year have also added WBUD(AM) Trenton, N.J., to insure coverage of the entire Nets market. The radio announcers will be Howard David for play-by-play, Jim Spanarkel for color and Mike O'Koren, who is new this year, for features and second color.

New York Knicks

Madison Square Garden Network Corp., a Gulf + Western subsidiary, owns the New York Knicks and the Madison Square Garden Network, a regional cable sports network serving 2.4 million homes. So it should come as no surprise that MSGN will again be at the heart of the Knicks' television-radio plans for the upcoming season. MSGN will telecast 53 regular season and two preseason games (42 home and 13 away), plus any post-season games that CBS does not.

MSG, which holds all television and radio rights, has contracted with MCA's WWOR-TV Secaucus, N.J. (New York), to broadcast 24 regular season away games. Of the remaining five away games, one will be televised by CBS, one will be off-limits because it is scheduled during a time when CBS has been guaranteed NBA television exclusivity, and three are part of the Nets' television packages.

Marv Albert and John Andaries return to handle all television play-by-play and color, respectively.

When Emmis Broadcasting purchased WNBC(AM) New York so it could move its all-sports WFAN(AM) to WNBC's frequency, it also purchased its 10-year contract with MSG to carry Knicks radio broadcasts. In the second year of that deal, WFAN(AM) will broadcast one pre-season, 69 regular season and any post-season games. The 13 games that conflict with WFAN's broadcast of the New York Rangers (National Hockey League) will be carried by MCA's WMCA(AM). Jim Karvellas and Ernie Grunfeld call the radio action.

Philadelphia 76ers

The broadcast TV rights to the Philadelphia 76ers games are held by WPHL-TV Philadelphia. The station is in the fourth year of a six-year contract, and carries all (45) away games with the exception of those that conflict with CBS carriage. The 76ers retain broadcast rights. Color commentator for the broadcasts will be former New York Knicks coach Hubie Brown, and subbing for Brown when he has CBS color commentary commitments will be former 76er Steve Mix. Play-by-play will be provided by Neil Funk. Upfront ad sales for the games are "good," according to Steve Mosko, vice president and station manager, considering that the 76ers didn't make the playoffs last year and that ratings "weren't great." According to Mosko, ad dollar boosts over last year are attributable to an increased number of sponsorships rather than a unit rate increase. The telecast's major advertiser, Miller beer, is sponsoring the tipoff, an MVP award and a fourth-quarter shoot-out. Radio station WMMR(FM) is also sponsoring a 30-second health tip at halftime.

Cable rights are held by Prism, the Philadelphia-based regional sports and movie service. Prism has rights to 41 home games, minus any covered by CBS or any conflicting with CBS coverage of other NBA action. Prism has been covering the team for 12 years and is currently in the fifth year of a 10-year contract. The 76ers retain rights, with Prism selling advertising time and splitting the revenue 60-40 with the team, net of expenses. Currently Prism has sold seven minutes per game, which is on par with last year but short of the 15 per game it has targeted. Providing play-by-play is Jim Barniak, with Hubie Brown providing color. When Brown's CBS duties conflict, ex-76ers coach Matt Gukas will handle the color.

All sports WIP(AM) has the radio rights to all games, and is the originator for a 20-station network for the broadcasts. For the 19 games for which there is a conflict with Philadelphia Flyers hockey, to which WIP also has rights (the Flyers own the station), the games are aired on WDAS(AM). John Gurevitch handles the play-by-play, with a color commentator yet to be announced.

Phoenix Suns

The Suns have signed a new five-year deal with independent KUTP(TV) Phoenix to carry a minimum of 25 games during the regular season. No pre- or post-season games are included. KTAR(AM) Phoenix is the originating radio station.

The Suns sell the television rights but retain a minority portion of the commercial avails, said Al McCoy, the team's director of broadcasting, who also handles the radio and television play-by-play. The Suns retain the radio rights and produce the radio broadcasts for an eight-station network. McCoy said that radio advertising "is virtually sold out," and that television "is close to a sellout."

Dimension Cable, the Times Mirror-owned system serving Phoenix, has six years to go on its cable contract with the Suns. It will carry 15 home and five away games this year.

McCoy will be joined on the broadcast by Dick Van Arsdale, who will handle the color commentary. On Dimension, George Allen will handle play-by-play and Joe Gilmartin will provide color.

Portland Trailblazers

Once again the Trailblazers are retaining all television (broadcast and cable) and radio rights. KOIN-TV Portland, Ore., will air 20 away games, and the Trailblazers are distributing 15 home games to 11 cable systems in Oregon and southwest Washington. Three of those cable systems that do not carry KOIN-TV will air all 20 away games (KOIN-TV gets a few minutes to sell, with the Trailblazers retaining the bulk of the inventory.) The team charges cable systems a per-game, per-subscriber fee for the games. Pat Lafferty and Steve Jones will call the action.

For radio, the Trailblazers have formed a 30-station network led by KGW(AM) Portland that will air all 82 home and away games. The franchise uses its own audio satellite network to distribute the games. Bill Schonley is the radio play-by-play man, with Geoff Petrie providing color. According to Dennis Paye, cable operations director for the Trailblazers, the team has sold 100% of its ad inventory.

Sacramento Kings

The Sacramento Kings have a new television rights holder this season—Koplar Communications' KRBK-TV (ch. 31). The station, with an initial three-year deal, takes over coverage from ABC affiliate KOVR-TV. KRBK-

TV will air 30 regular season games this season, up from 20 games a year ago. On the radio side, Group W's KFBK(AM) Sacramento has just renewed its rights pact, covering the full 82-game regular slate and five of seven pre-season games, for another three years. Sponsors in both radio and television this season include Taco Bell, Burger King and Budweiser. Additional television sponsors include Coke, Jack in the Box, Toyota and AMC/Jeep/Eagle, while BMW will run a schedule of radio spots.

San Antonio Spurs

Broadcast television coverage of the San Antonio Spurs will be handled by KSAT-TV San Antonio. KSAT-TV is now in the second season of its year-to-year deal with the team. Announcers for the station's schedule of 15 games has yet to be determined.

Cable coverage of 74 games is being handled by two Rogers Cable-owned channels. SportsChannel will televise a total of 39 away games. SportsChannel sells for $10 per month. First Choice, the Rogers pay-per-view service, will offer roughly 35 home games at a cost of $17.95 per game.

On the radio, WOAI(AM) will carry all 82 regular season games, in addition to eight pre-season games. A network of eight stations will take a feed of the station's coverage.

Spanish-language coverage of 43 Spurs games will be handled by KSAH(AM) San Antonio.

On-air play-by-play coverage of Spurs games (except those seen on KSAT-TV) will be handled by Dave Barnett. The Spanish radio play-by-play will be handled by Armando Quintero.

Seattle Supersonics

KIRO-TV Seattle holds television rights to 27 away and three home games, according to station General Sales Manager John Norden. Four of the games will be produced by KIRO and aired on KTZZ-TV Seattle. KIRO's current three-year contract with the team expires at the end of this season. Advertising this year is already about 60%-70% sold, said Norden, with KIRO retaining all ad dollars except for a "minimal" amount given to KTZZ. Jimmy Jones will provide play-by-play and Jim Marsh will offer color commentary on the television broadcasts.

KJR(AM) Seattle, which is owned by Supersonics owner Barry Ackerly, will act as the originating station for an eight-station network that will broadcast 82 regular season (41 home, 41 away) and seven pre-season games. Radio play-by-play will be by Bob Blackburn; Kevin Calabro will provide color.

Utah Jazz

KSTU(TV) Salt Lake City is in the first year of a three-year agreement as the exclusive television broadcaster of the Utah Jazz. The station will carry 20 road games and six home games at the Salt Palace. Rod Hundley will do play-by-play for all the broadcasts, as well as for all the radio broadcasts and cable games. Utah Jazz director of broadcasting Carl Arky will do color on the games carried by KSTU. The team and the station also have an agreement to produce Jazz-related events throughout the year, including a highlights special and a weekly show.

The team, which retains all television and radio rights, will carry 26 additional games on the Jazz Cable Network, a regional sports network run as a joint venture with Tele-Communications Inc. Zelmo Beaty, who played for the Utah Stars of the American Basketball Association, will do color.

KISN(AM) is in the first year of a two-year agreement as originating station for the Jazz's 15-station regional radio network. The station will carry all eight pre-season games, along with the team's 82 regular season games. On games running on broadcast TV or cable, KISN will broadcast the audio feed; on the rest of the broadcasts, Hundley will be joined by Dave Blackwell.

Washington Bullets

Home Teams Sports, the Washington-based regional cable sports network, which has had a long-term exclusive regional agreement with the Bullets since the network's launch in April 1984, will cablecast 30 home games and all playoff games not covered by CBS Sports. Mel Procter will handle play-by-play, former Bullet guard Phil Chenier will handle color, and another former Bullet, Kevin Grevey, will act as a third announcer. There will be a half-hour pre-game show, *Merchant's Tire Bullets Report*, which will be hosted by Chenier and Grevey and will feature interviews with coaches and fan call-ins.

WDCA(TV) Washington is in the first year of a two-year contract with the Bullets and retains the television broadcast rights. The station sells ad time in conjunction with Capital Center Sales and shares revenue after expenses. WDCA will carry 28 away games and will also have Procter and Chenier as announcers.

WWDC(AM) Washington is the flagship for the Bullets' eight-station radio network and is in the third year of a three-year contract. There will be 82 regular games (41 home and 41 away) and three exhibition games, which will all be carried on WWDC with Charlie Slowes providing the commentary.

College Conference Lineups

Atlantic Coast Conference

Clemson University, North Carolina State University, University of North Carolina, Georgia Institute of Technology, University of Maryland, Wake Forest University, Duke University, University of Virginia

Raycom Inc. and Jefferson-Pilot have extended their joint venture through the 1993-94 season to produce and syndicate 37 regular season and seven ACC tournament games to 32 stations in Maryland, Virginia, North and South Carolina and Georgia. ESPN will carry 11 of those J-P/Raycom-produced regular season games in markets outside the conference and will carry the seven tournament games on a tape-delay basis. ESPN will also originate and carry 10 other games, most at 9 p.m. NYT, on Wednesdays, Thursdays and Fridays. NBC, with first pick on national ACC rights, will carry nine regular season games and will be the only broadcaster of the ACC tournament

championship game. CBS will air five regular season games.

Atlantic-10 Conference

Duquesne University, George Washington University, University of Massachusetts, Pennsylvania State University, University of Rhode Island, Rutgers University, St. Joseph's University, Temple University and West Virginia University

Creative Sports Marketing Inc. will syndicate 25 Atlantic-10 games to 15, possibly 19, stations. A total of 42 games will be televised locally through a combination of CSM and team-by-team deals with TV broadcasters. Another 35 games will be carried on regional cable sports channels, including SportsChannel New England, Home Team Sports and Madison Square Garden Network. A total of 180 conference and interconference games will be aired on local radio. Nationally, the conference that saw two of its teams, Temple and Rhode Island, make the NCAA Final Four last season will this season find two of its games televised on NBC and one game each on CBS and ABC. The combination of ESPN (six regular season games, plus the conference championship), USA Network (two games), FNN-SCORE (seven games) and SportsChannel America will carry perhaps more than 20 Atlantic-10 games.

Big East Conference

Boston College, University of Connecticut, Georgetown University, University of Pittsburgh, Providence College, St. John's University, Seton Hall University, Syracuse University and Villanova University

With the conference retaining its own rights, the Big East Television Network will syndicate an average of 10 games for broadcast TV in eight markets, while also providing production for 60 other games arranged by the individual teams' markets. But combining local broadcasts with carriage on regional cable sports channels—SportsChannel New England (30 games), Madison Square Garden Network (23 games), Home Team Sports (14 games) and the Sunshine Network in Florida (15 games)—games involving Big East teams will be seen in 20 local markets. National carriage of the Big East will be heavy with CBS carrying 10 regular season and three tournament games, ESPN carrying 22 games and superstation WWOR(TV) Secaucus, N.J., carrying six or more games. Like top syndicators, Raycom Inc., Creative Sports Marketing and Jefferson-Pilot Teleproductions, the Big East Network generally barters advertising time, retaining six out of 20 minutes.

Big Eight Conference

University of Colorado, University of Iowa State, University of Kansas, Kansas State University, University of Missouri, University of Nebraska, University of Oklahoma and Oklahoma State University

Raycom Inc., in the third year of a four-year contract, will syndicate 22 regular season games and seven tournament games, including the conference championship game, to 24 stations in 16 markets. ESPN claims the cable-exclusive rights to the Big Eight conference games. Its schedule will include an early-season appearance by the defending national champs, the University of Kansas, in the Great Alaska Shootout, as well as a Feb. 15 NCAA championship rematch with Oklahoma.

Big Ten Conference

University of Illinois, University of Indiana, University of Iowa, University of Michigan, Michigan State University, University of Minnesota, Northwestern University, Ohio State University, Purdue University and University of Wisconsin-Madison

Beginning a joint venture this season, Rasmussen Communications Management Corp. (RCM) and Raycom Inc. will together produce and market a package of 10 Big Ten games to 43 stations in 36 markets. Rasmussen has held conference rights since 1986 and brings to the deal additional arrangements with individual team regional broadcast TV networks, to be served by the joint venture: Iowa (20 games), Illinois (17 games) and Purdue (15 games). Each team is allowed to make deals for 28 games, plus tournaments outside the continental U.S. As exclusive national network for the Big Ten, ABC-TV will carry seven conference games and four interconference games involving Big Ten teams. CBS will carry one interconference game. ESPN will carry eight games in its 9:30 p.m. (NYT) Monday schedule and three games in its 10 p.m. NYT Wednesday schedule.

Metropolitan Collegiate Athletic Conference

University of Cincinnati, Florida State University, University of Louisville, Memphis State University, University of South Carolina, University of Southern Mississippi and Virginia Polytechnic Institute

Reporting that A.C. Nielsen's Cassandra Report showed Metro's Raycom Inc. basketball package to be the nation's highest-rated syndicated sports programing and fifth-highest-rated programing among all nationally syndicated TV programing last February, the Metro Conference again teams up with Raycom this season to distribute 21 regular season and three tournament games to 20 stations in 18 markets in the mid-Atlantic and Southeastern regions. ESPN will carry five regular season games in addition to carrying the conference championship game. The three broadcast TV networks will each carry "several games involving a Metro team," and one conference game will appear on the USA Network.

Missouri Valley Conference

Bradley University, Wichita State University, Illinois State University, University of Tulsa, Drake University, Creighton University, Indiana State University, Southern Illinois University at Carbondale and West Texas State University

In the third year of a three-year agreement, Creative Sports Marketing will produce and syndicate a package of 20 games to broadcast TV stations throughout the conference region. SportsVision Chicago will carry 15 regular season conference games and one conference-independent game, and Home Sports Entertainment, Prime Ticket and other regional cable sports channels will also carry conference games. The conference reports 243 radio broadcasts of games involving conference teams scheduled in the region (with 56 conference games counted twice in that total). Nationally, CBS-TV will carry one MVC game, ESPN will carry six, USA Network will carry two, and superstation WGN-TV Chicago will carry two.

Pacific-10 Conference

University of Arizona, Arizona State University, University of California-Berkeley, University of California-Los Angeles, University of Oregon, Oregon State University, University of Southern California, Stanford University, University of Washington and Washington State University

Distributing a package of 27 regular season and seven conference tournament games to 17 stations in 15 markets, Raycom Inc. has also arranged national television carriage agreements almost identical to last season's—three games on CBS, three on NBC (one fewer than last season), 10 on ESPN and three on USA Network—with the addition of four games to be aired on ABC, one of those being the conference championship. The USA Network games will include Arizona's participation in the Tournament of Champions in Charlotte, N.C. All told, said the conference, 53 games will be carried on television.

noted that many more new program announcements are expected between now and the start of NATPE, Jan. 24-27, 1989.

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New reality shows in the marketplace for 1989 include:

■ *Crime Watch Tonight*, which Orion Television offered last season but for which they did not get enough clearances to proceed. The show's format has been altered slightly to a more "let's catch the bad guy" approach than last season's straight crime news approach. The company recently signed veteran CBS newsman Ike Papas to anchor the half-hour strip, to be offered on a cash-plus-barter basis. The show has been purchased by WWOR-TV New York and the Gaylord station group. WWOR-TV owner MCA and Gaylord are equity participants in the show, and Orion Television Syndication President Scott Towle said one more group owner may be brought in as an equity partner. The show is produced by CTP Inc., New York.

■ *The Investigators*, from Tribune and Geraldo Rivera, a one-hour weekly investigative program to start in April 1989. Rivera will host the program, which is designed to allow participating stations to develop local stories for the show. Tribune will offer *Investigators* for cash plus barter, and intends to expand the weekly version to a strip when enough stories have been developed.

■ *Tabloid*, from Paramount, is in the works, but a company source would give no details on the show. Sources said the company was looking for a group station deal before announcing the proposed strip.

■ *Crime Diary*, from Quintex Entertainment. Quintex has also announced the reality-based *America's Lost and Found*, to be produced by Susan Winston, former *Good Morning America* executive producer.

■ Another, as-yet-untitled, tabloid program from Fox.

■ A reality-based strip, to be announced soon from Saban Productions, targeted for prime access. Saban is also producing a series of four live two-hour tabloid specials for prime time with Jack Anderson, under the umbrella title, *American Exposé*. Each will be offered on a bartered basis with 12 minutes each to the station and Saban.

■ King World is planning a January 1989 launch for its reality-based tabloid show, *Inside Edition*.

■ From King Features Entertainment comes *You Never Know*, described as short stories about "people who if they aren't famous, probably should be." The half-hour strip is scheduled for a fall 1989 launch.

■ *Missing/Reward*, a one-hour special by Group W, will be converted into a half-hour strip if station response is favorable, said Group W Productions President Dirk Zimmerman. Both the special and subsequent series will be hosted by Stacy Keach. The show features people or objects that have disappeared and the rewards offered for their return. In addition to *Missing/Reward*, Group W is developing *Evening* for a fall 1989 launch. The half-hour show is slated for a prime access time slot and is expected to supplement local *P.M./Evening Magazine* shows. *Evening* is a blend of entertainment and information and is a joint project of Group W Television and Group W Productions.

■ All American Television is planning to launch *Wanted by Crime Stoppers*, a half-hour version of its hour-long special of the same name. The show is expected to be launched in fall 1989.

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New game shows being offered for 1989 include:

■ *Stop the Music*, from Orbis.

■ *Betcha!*, described as an "event" game show, from Viacom.

■ *Couch Potatoes*, from Group W, in association with Saban Productions, is scheduled for January 1989 launch. The half-hour strip will be offered on a barter basis. The show tests the contestants' knowledge of television trivia, with a celebrity cameo appearance in every episode.

■ *Boggle* is the first show developed under the recent exclusive deal between Martindale/Gilden Productions and Parker Brothers. The show will be sold on a barter basis. Under the agreement, Martindale/Gilden has access to over 1,000 Parker Brothers game properties to develop into series.

■ Casablanca IV will launch *Celebrity Secrets* in fall 1989. The show, hosted by Bob Eubanks, is described as a reality-based, celebrity talk/game show. The show, produced in association with the Bud Granoff Company and Mac III Productions, will be sold on a cash-plus-barter basis and is targeted for early fringe and access.

■ MGM/UA's offering for fall 1989 in the game show genre is *Straight to the Heart*, a romance game show similar to Lorimar's *Love Connection*. MGM is targeting a possible January 1989 launch if station sales warrant. Michael Berger hosts the show. *Straight to the Heart* will be sold on a straight barter basis.

■ Multimedia Entertainment has scheduled *Jumble* for fall 1989. The half-hour strip, derived from the popular newspaper game, will be sold on a barter basis.

■ D.L. Taffner will launch two game shows in 1989, *Talkabout*, scheduled for January, and *5-4-3-2-Run*, a children's game show slated for a fall launch. This marks the first entrance into the U.S. game show market for the New York-based company, which does much of its business overseas. *Talkabout*, a half-hour strip, will be sold on a cash basis when it launches in January and on a cash-plus-barter basis effective the following fall.

■ Orion has optioned a remake of *Name That Tune*, with Sandy Frank, but will not bring it to market in 1989. Orion may, however, produce a pilot for the 1990-91 season.

■ Lorimar Telepictures is in the process of developing a pilot for a strip slated to launch in fall 1989. Kline and Friends, producers of *Win, Lose or Draw*, will produce the series, tentatively titled *Third Degree*. The show is described as a contemporary version of a panel game show.

■ MCA also has a game show in the works, as does ABR Entertainment Co., which is looking at a late night show described as a half-game/half-talk show.

Week goes to NBC, CBS takes news

Boosted by two games of the World Series, week four (ended Oct. 16) went to NBC when the network pulled in a 15.7 rating and a 25.8 share. ABC, which broadcast games six and seven of the National League playoffs, posted a 14.5/24 for the week. CBS closed out week four with a 12.4/20.2.

Taken together, the three networks had a combined rating of 42.6/70, which works out to a HUT level (homes using television) of 60.9, or 55 million households. The 42.6 rating represents the networks' percentage delivery of all TV households during the week, or 38.5 million households.

Nielsen	□	Net	Show
1.	23.1/38	N	Cosby Show
2.	22.9/36	N	World Series, game 2
3.	22.2/37	A	N.L. Playoffs, game 7
4.	21.0/34	N	Different World
5.	20.5/38	N	World Series, game 1
6.	20.0/33	A	N.L. Playoffs, game 6
7.	19.5/33	C	60 Minutes
8.	18.6/28	N	NBC Monday Movie
9.	17.6/27	N	ALF
10.	17.2/32	A	20/20
11.	17.1/26	C	Country Music Awards
12.	17.0/26	N	Unsolved Mysteries
13.	16.9/25	N	Hogan Family
14.	16.8/28	A	Monday Night Football
15.	16.8/26	C	Murder, She Wrote
16.	16.6/25	C	60 Minutes: Retrospective
17.	16.2/26	A	ABC Sunday Movie
18.	15.7/25	C	CBS Tuesday Movie
19.	15.2/24	N	Matlock
20.	14.9/26	A	Full House
21.	14.9/26	A	N.L. Playoffs, pregame 7
22.	14.5/25	A	Mr. Belvedere
23.	13.9/25	A	N.L. Playoffs, pregame 6
24.	13.7/23	N	World Series, pregame 2
25.	13.5/25	A	Perfect Strangers
26.	12.8/20	N	Highway to Heaven
27.	12.8/25	N	World Series, pregame 1
28.	12.7/22	A	Just the Ten of Us
29.	12.5/21	N	NBC: Debate Analysis
30.	12.1/20	C	CBS Sunday Movie
31.	11.9/19	N	NBC Tuesday Movie
32.	11.2/18	C	Here Comes Garfield
33.	11.0/17	C	Blondie and Dagwood
34.	10.9/18	C	Wiseguy
35.	9.9/17	C	CBS Friday Movie
36.	9.8/16	C	High Risk
37.	9.8/17	C	Simon and Simon
38.	9.7/15	A	MacGyver
39.	9.6/16	C	CBS: Debate Analysis
40.	9.6/17	N	NBC Friday Movie
41.	9.4/18	C	Back on the Road w/Kuralt
42.	9.4/14	C	Equalizer
43.	9.2/16	A	ABC: Debate Analysis
44.	9.1/15	C	48 Hours
45.	9.0/16	A	ABC Family Theatre
46.	9.0/17	C	West 57th
47.	8.9/15	A	Ultimate Stuntman
48.	8.8/16	N	Sonny Spoon, preview
49.	8.7/15	N	Destined to Live
50.	8.6/14	F	America's Most Wanted
51.	8.1/14	N	Magical World of Disney
52.	8.0/12	F	Married...With Children
53.	7.5/13	C	Live! Dick Clark Presents
54.	7.2/12	A	Incredible Sunday
55.	6.4/12	A	All Star Celebrities: 88 Vote
56.	6.2/10	A	America's Favorite Movie
57.	5.7/10	N	Magical World of Disney
58.	5.4/9	F	21 Jump Street
59.	4.8/7	F	Gary Shandling Show
60.	3.9/6	F	Tracey Ullman Show
61.	3.2/6	F	Reporters
62.	3.0/5	F	Duet
63.	2.7/5	F	Beyond Tomorrow

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